

# Advertising - CIP 09.0201

**1999 - 2000 TRANSFER FRAMEWORK: Requirements of the Sending Institution**  
**33 hour General Education Component + 15 hours Institutional General Education Requirement + 12 hour Specialty Component = 60 hour Transfer Framework**

## Introduction

A degree such as BA or BS listed under the institutional abbreviation indicates the university offers a baccalaureate degree in the program. You can begin the program by completing the transfer framework at any college or university for which courses are listed. For additional information, consult your academic advisor and institutional catalogs. Courses listed for the community colleges may not be offered at every location. Contact the college you plan to attend regarding availability of specific courses.

## Program Notes

An 'M' below indicates that a minor, or second major, or area of concentration outside the major is required.

## Program Notes

An 'S' below indicates that the program has restricted and/or limited admissions. The program may require an additional application process or have specific grade point average requirements for application and/or acceptance.

EKU	KSU	MOSU	MUSU	NKU	UK	UL	WKU	KCTCS CCs
			BA/BS (M)		BA/BS (M,S)		BA (M,S)	

## General Education Transfer Component - 48 hours

Complete the General Education Transfer Component according to the general education requirements for this major at the sending institution, unless specific courses are listed below. General Education courses may also count toward the major, or a minor, or a second major.

Written Communications - 6 hrs								
Oral Communication - 3 hrs								
Humanities - 6 hrs								
Behavioral/Social Sciences - 9 hrs								
Mathematics (Minimum College Algebra) - 3 hrs								
Natural Sciences - 6 hrs								
Other General Education Requirements - 15 hrs								

## Specialty Transfer Component - 12 hours

All of the requirements of the Specialty Component blocks must be fulfilled, even when the blocks total more than 12 hours. At most institutions, the additional hours will be used for part of the General Education requirements.

Introduction to the Mass Media and Society - 3 hrs	COM 325	COM 205^	CMJN 110 or CMAP 383	JMC 168	RTV 280 or JOU 370	ISC 161	COMM 305*	JOUR 201	CMS 269
Statistics - 3 hrs	STA 208*	ECO 311 or (SOC 300 or PSY 300 or POS 300)	MATH 123*	MAT 135	MAT 205*	STA 200*	MATH 109*	MATH 203* or ECON 206	STA 200*
Reporting/Writing - 3 hrs	COM 201	ENG 204	CMJN 201	JMC 194	JOU 130	JOU 204 or ISC 261	COMM 320	JOUR 202*	JAT 204
Select from 200 level courses or above (in addition to general education requirements) from Humanities, Behavioral/Social Sciences, Natural Sciences or Mathematics - 3 hrs	3 hrs	3 hrs	3 hrs	3 hrs	3 hrs	3 hrs	3 hrs	3 hrs	3 hrs

<sup>^</sup> Course has a prerequisite not included in the framework.

<sup>\*</sup> Course meets general education requirements. Applicability of the course to specific general education requirements may vary depending on program requirements and institutional policies.